

**PROCEEDINGS OF THE BROWN COUNTY  
EDUCATION AND RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a budget and regular meeting of the **Brown County Education and Recreation Committee** was held on Thursday, October 8, 2015 in Room 200, Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

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**Present:** Chairman Van Dyck, Supervisor Kaye, Supervisor Campbell, Supervisor Gruszynski, Supervisor Katers  
**Also Present:** Supervisors Erickson, Lund, Clancy, Jamir, Moynihan, Sieber and Landwehr; Executive Streckenbach, Chad Weininger, Dan Process, Sandy Parmer, David Ehlinger, Warren Kraft, Beth Lemke, Kasha Huntowski, Scott Anthes, Neil Anderson, Matt Kriese, Marv Hanson, Steve Corrigan, Brian Simons, Lori Denault, Kathy Pletcher, and other interested parties.

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**I. Call to Order.**

The meeting was called to order by Chairman Van Dyck at 4:05 p.m.

**II. Approve/Modify Agenda.**

Motion made by Supervisor Kaye, seconded by Supervisor Katers to approve with the amendment to take Item #2 after #15. Vote taken. MOTION CARRIED UNANIMOUSLY

**III. Approve/Modify Minutes of September 3, 2015.**

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

**Comments from the Public.** None.

**1. Review Minutes of:**

**a. Library Board (August 20, 2015).**

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

**b. Neville Public Museum Governing Board (August 10 & September 14, 2015).**

Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

*Although shown in proper format, Item 2 was taken after Item 15.*

**Communications**

**2. Communication from Supervisor Gruszynski re: That the Brown County Board, in collaboration with staff, the Library Board and the community, build a comprehensive plan to update aging library facilities, especially central library, to improve the quality of service, efficiency, space and budget. *Held for one month.***

Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to send to staff and bring back a draft plan in March, 2016. Vote taken. MOTION CARRIED UNANIMOUSLY

**MUSEUM**  
**Non-Budget**

3. **Budget Status Financial Report for August, 2015.**

**Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

4. **Open Positions Summary.**

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

5. **Museum Director's Report.**

Museum Director Beth Lemke informed that what she submitted for the month was heavy on operational and data collection because they were doing much more ongoing exhibit evaluation. They did a temporary exhibition survey recently where they were trying to gauge the level of interest with their members and their constant contact list (almost up to 3,000) to see what they would like. They were using this data to help their temporary exhibit planning to get past 2018-19 and try to secure some of the subject matters so that the foundation could be able to properly take that information out there and fundraise. The report broke down the top ten questions asked and exhibits that members voted on. The good thing was that there was good history; there were quite a few things that were already appealing and that they will build off. Subjects that ranked a little lower where they might have exhibits coming in on those matters was going to be now that the programming had to be able to match and support so that way the public saw the value of both the exhibit and the programming.

*Extreme Deep*, was up; high speed delivery of entrance on website with photos taken every ten seconds of the installation process of it.

*Sisters in Spirit*, was just opened for two WI artists.

*Holiday Memories* was different this year; last year was large scale galleries, very over the top. The public wanted holiday memories, but they're spreading *Holiday Memories* throughout the exhibit to really drive the people back into the exhibit.

The *Children's Only Shop* will be located on the first floor, *Snow Babies* in the lobby, *Bruce the Spruce* in architecture exhibit.

They highly evaluated the month to see the dedication to actually a gallery vs decorating and using the pieces all over the museum and see how public responds. Exhibit lighting and cost, an economical solution was well received. Working with Green Power Solutions, Focus on Energy sponsored program.

With *Sisters in Spirit* gallery not needing as many lights as traditionally, over 50 lightbulbs switched to LED from halogen. Equivalent is about for every old lightbulb is now about the power of 12, so in the 2016 budget you'll see they're going to continue on with the process as long as there was the funding through the Focus on Energy. That was a cost of \$1,300 for 50 fixtures to be converted, compared to about \$400 a piece for each light fixture, with an actual true replacement. Hopefully the program stayed in place to use that to our advantage and save on energy.

**Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Museum Budget Review**

6. **Review of 2016 department budget.**

Lemke went over the highlights of the budget summary.

Under the miscellaneous revenue highlight Lemke added: The foundation was supporting an additional sculpture that tied into the ice age imperials in May 2016 (working with artist from Door County area). 2016 will also be the year of the mammoth and the mastodon which will be brought up in the December meeting.

Public charges increase, which was an absolute must. The adult admission fee will be bumped up to \$7.00. They've added some fee structures because they were expanding the online photo sales to printing on canvas and metal as options because customers were asking for that.

Clarifications: The advertising in the Public Notice Line was \$55 and moved down to \$48.50. More of that or all of that was being picked up by county vs the \$25,000 which was the federal grant?

Lemke had been spending the money carefully that she was given permission to spend and informed that they did not get the federal grant. She was making sure they had trade agreements with media sources. For 2016 they had certain fixed costs for promotions which included interior and exterior banners and other substantial pieces. The variable costs for the marketing which depended on the exhibits and the trade agreements. The \$25,000 was supposed to be the extra media funding in 2015 that did not come through.

In 2016, they were not spending any more money for advertising; bigger portion of advertising total was coming out of the levy. Regarding daily charges, they will not come close to \$140,000 budgeted this year so some of that gap was going to get made up by the \$2 increase from the adult fee. All revenue perspective from assuming attendance would stay flat. The foundation got money from State of the District for Life and Death at Fort Howard. They were a BCB partners with the museum; it was a fixed marketing cost. Printing costs were getting donated.

Describing the Professional Services, back in 2013 Rolf Johnson asked for master planning funds. Some spent on audience analysis and strategic messaging. There was still a balance of the original portion in there. So \$50,000 reflected in the budget was a continuation of the \$100,000 that was originally approved back in 2013. What was spent in each year: 2013 = \$10,000 to early learning experiences; 2014 = \$10,000 to finish off that piece; 2015 = \$24,000 for audience analysis and strategic messaging.

Audience analysis was to figure out why they were not getting people in. They were working on the marketing piece to target the message to start getting people in. For budget they showed a second \$50,000 expenditure because every year it was required by law to adopt a budget to show that expenditure. In the future there should be an expiration date on those expenditures and then be re-requested. It was still the same master planning piece that was approved back in 2013.

In June of 2014 the expenditures were discussed. With changes on Foundation Board they've needed time to get other pieces in order. They haven't moved forward because they were collecting the data as much as they could staff-wise. So when they did an RFP they didn't have to do the background work. They were contractually obligated to pay. The carryover request was seen on the books. The only way around that was if they created a special revenue fund. Those could sometimes be forgotten about and that was why it was on the books. The grant for the Press Gazette was originally well over \$100,000 over several years. Plan for replacing that money for future budgets was that they were working on temporary exhibit budgeting before they went out and fulfilled another grant request. She was comfortable with the raised fees, believed it was still affordable, and it would be well received.

**Motion made by Supervisor Kaye, seconded by Supervisor Katers to approve the Museum budget. Vote taken. MOTION CARRIED UNANIMOUSLY**

## **GOLF COURSE**

### **Non-Budget**

#### **7. Budget Status Financial Report for August, 2015.**

Golf Superintendent Scott Anthes informed that the Golf Course was a seasonal operation that operated April through November. All expenses and revenues were well within budgeted amounts.

**Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**8. Superintendent's Report.**

Anthes referred to his report in the agenda packet and added that there was a \$4,000 difference in utilities from last year to this year so they were getting paid less, but they were paying less for utilities. Brown County Children's Charity Golf Classic and raised \$57,000 for local children's charities. \$37,000 went to Big Brothers Big Sisters, another \$20,000 went to NWTC for scholarships. They were trying to enter a service agreement regarding the communication line and they were still working on it. Currently still paying AT&T.

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Golf Course Budget Review**

**9. Review of 2016 department budget.**

Golf Course Superintendent Scott Anthes informed in 2015, the golf course benefited from newly renovated greens and continued to get positive comments.

They will continue to improve in areas by dredging the pond and adding a fountain by using donated funds from 2011. They were going to rebuild the sand traps, continue to utilize part-time employees, putting together a plan for the 2017 budget that would put a master plan into effect by 2020. Overall revenues were expected to stay about the same as in 2015. They reduced the green fees slightly to reflect the decrease in season pass holders over the past years. This decrease was offset by an increase in cart revenue. They will be holding the prices for most green fees the same for a couple exceptions. They will be increasing the twilight rate with cart from \$35 to \$36 and both the high school practice rounds and meet rounds will be going up by about \$3. These increases were to bring them in line with the other rates that they established. They will continue monitoring fees in 2016 and act accordingly in 2017. The senior restricted and the restricted two season passes will be eliminated due to the fact they've never sold either of them. In the budget the donation line item for revenue was offset by the special events category, that money was the in and out money for the children's charity. They were entering their third year of their lease so they will be reviewing the lease and looking at that option to sign for another three years. They raised the lease rates after the third year. Overall slight increase in expenses, the biggest increase was from depreciation of about \$8,000 higher. Another increase in Technology Services and insurance which was offset by indirect charges and an increase total personnel cost. Overall revenues were expected to be greater than expenses by about \$2,500. A discussion ensued with regard to changing the line item to read from "husband and wife" to "spouse".

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to approve the Golf Course budget. Vote taken. MOTION CARRIED UNANIMOUSLY**

**NEW ZOO AND PARK MANAGEMENT**

**Non-Budget – NEW Zoo**

**10. Budget Status Financial Report for August, 2015.**

**Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**11. Zoo Director's Report.**

Zoo Director Neil Anderson provided handouts (attached). He informed that they were going to renovate

the old animal hospital and provided pictures of the renovation process thus far. There would be some educational graphics and new landscaping as well. It would be an exhibit that opened next year.

**Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **Non-Budget – PARK MANAGEMENT**

##### **12. Budget Status Financial Report for August, 2015.**

**Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

##### **13. Field Staff Reports/Attendance Reports.**

**Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

##### **14. Asst. Director's Report.**

Park Director Matt Krieser reiterated from his Director's Report that a business plan for the Adventure Park was in the process of being drafted and a final copy will be presented in December. They reorganized the package structure and some fees at the beginning of the year; the per capita had been bumped up by \$3.41 from last year which they believe had caused a slight decrease in attendance.

**Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **NEW Zoo and Park Management Budget Review**

##### **15. Review of 2016 department budget.**

NEW Zoo Director Neil Anderson referred to the budget book and budget handouts provided (attached) and briefly spoke to it.

Van Dyck informed that he was all for plans but sometimes they underestimated the abilities of the resources they had and they hired firms that they paid a ton of money for when there was a lot of stuff they could figure out on their own for less money and implement. He would understand if they were starting from scratch or building a zoo, but from the staff's expertise and having a college in town they could find an alternative. Camping and mini-golf had been thrown out there; this project could be thrown at UWGB to do a study. These were not specifically zoo related but it seemed like an awful lot of money to spend. The point is there were other options closer to home that would cost less money. He would rather look at what was going to happen in the next five years and not 10-15 years ahead.

Gruszynski felt this plan was different, it was more than a strategic plan, it was also a donor tool; Anderson agreed. He informed that he would support it.

**Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to approve the NEW Zoo budget. Vote taken. Nay: Van Dyck. MOTION CARRIED 4 to 1.**

Park Director Matt Krieser referred to the Park & Adventure Park Budget Highlights handouts (attached) and spoke to them.

Responding to Katers, Krieser informed that every project that went out for bid needed to be approved.

The Parks budget in past years was picking up the insurance for the Expo Hall. Weininger informed that there was an additional levy put in their budget to cover it, so they took that expense and placed it in the

appropriate category. Kriese thought this was the right thing to do because Parks and Facilities never fully separated. They were trying to clean it up.

There was another issue at Pamperin with a caterer; a bride had a caterer called in, a tent was set up and they didn't know who the caterer was. The tent was left there for three days and they didn't know who to contact.

Campbell added that on the Reforestation Camp and the Adventure Park, there may be a concern with advertising. She believed there were plans in the works, but she felt there should be a real emphasis on marketing as soon as possible and a plan in place by January or February of 2016. She felt that people didn't get the whole umbrella of the Adventure Park and suggested noting what they offered such as zip lining, climbing, etc. when advertising.

Responding to questions regarding rent for the Pamperin housing, it was currently set at \$250/month; it was being raised to \$300/month. It fell under housing in the budget. The last time this was increased was not shown in the records in the past five to six years after checking with HR.

The Friends' contribution falls underneath their budget expenditures; Pg. 201 - \$15,000

Van Dyck questioned why everyone wasn't charged for using the trail for maintenance purposes; Kriese informed that state legislation, you could not charge a walker on a state trail. However he agreed. State trails were on Pg. 204 as far as what they were projecting for 2016.

**Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to approve the Park Management budget. Vote taken. MOTION CARRIED UNANIMOUSLY**

**a. Discussion re: 2016 Capital Improvement Projects at the Brown County Fairgrounds (infield improvements, permanent track development, connection trail and building improvements).**

A brief discussion ensued regarding taking this from the general fund and transferring it to parks as it was not an operating budget request.

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to open the floor to allow interested parties to speak. Vote taken. MOTION CARRIED UNANIMOUSLY**

Steve Corrigan – BC Fair Board President

Corrigan informed that the infield where the grand stand and racetrack used to be was a problem because the two to three acres were unusable due to drainage problems and the field banks left there. They were looking at fixing this field for long term use for future events. He provided a spreadsheet to the committee (attached).

From the park side, Kriese informed some of the challenges that existed that there had been ongoing discussion of this property for the last couple of years because they kept receiving complaints on the condition of the grounds and the buildings. He spoke to the handout re: Fairgrounds Infield Improvement Impact (attached). Van Dyck stated that if they were going to have any opportunity to generate revenue from this facility outside of what occurred today, there was likely going to have to be some changes. Whether or not the potential justifies the cost was what this board and the county board will have to determine. Kriese added that they would like to be able to use all of the space of the property but it was not completely functional in its current state. Fixing the drainage problem would optimize the parking and mid-field space where the 26% of the property was currently unusable. He could not predict if revenues would increase from these improvements although there was potential for it. The main question was if the potential of the increase in revenue would be worth the expense of fixing the drainage in the field. Corrigan informed that drain tiling had been done in 2006 on the De Pere property where they now had zero problems with parking and events.

Corrigan informed that they were proposing to strip the top soil, regrade the entire site to come up with the proper drainage pattern, border the perimeters of the athletic areas with gravel where heavy traffic went, re-spread the top soil, use clay under the grass. A picture of the north road in its current state from lack of drainage was provided. A total for their proposal came out to \$342,362.50 with 5% contingency of \$17,113.13. They needed to put in permanent concrete barricades around the motor sports area to meet safety requirements that would cost about \$16,800, excavating for track was \$32,500. With the lack of grand stand their expenses for bleacher rental was \$17,000 for the fair. One of the biggest complaints during fair week was lack of seating.

They would gravel a new road on the west side of the pulling track which would cost \$14,396 to maintain an emergency route for fire rescue on the grounds. This gave them the chance to utilize the south and north gates for emergencies. Corrigan added a water main and had all new fire hydrants down the midway but they would like to see a new water main installed at the end with a new fire hydrant at the cost of \$15,000. They would also like to run some power and lights down there at the cost of \$21,000. Total cost of that area would be \$109,584 with a 5% contingency. The grand total with contingency would be \$479,478.83. There was a separate number for the walking trail from Ashwaubomay Park to the Brown County property.

60 golf carts would be used to transport people from the park to the property which added a considerable amount of parking for events. It would also be wide enough for emergency vehicles. A copy of the estimated costs were handed out and based on Corrigan's expertise. They went out and talked to excavating firms to come up with the budgeted amount with a few assumptions. Public works came up with cubic yards and trail numbers. The asphalt, landscaping, fencing, engineering, and permits would all come out to about \$74,770 for the trail. Eliminating the asphalt and downgrading to fine grade stone for a year or two would bring the cost down to \$60,877. Total package would equal \$540,000. This trail would mainly be used to promote larger events so the gates would not be open to the public all year round. The Fair Board currently had established \$251,000 saved up, he did need to get direction from their Executive Board on how that will be used.

Answering Kaye, there was a 6" main that ran down the length of the midway that ended shortly before the end of the midway. They had a plan with the City of De Pere Fire where they had a bigger main running along Fort Howard. They had the fairgrounds laid out where the De Pere could come in and lay another 6" line over the top of the asphalt or the midway for emergency fire reasons. A suggestion from Kaye was to draft from the river by the boat landing.

Corrigan based the estimates off of the grading currently on the property. They were not going to bring any soil in; they were looking at moving about 20,450 yard of material to balance the site. They were looking at balancing 23,450 yards of existing material. That's not counting 11,500 yards of potential top soil that might be there.

Van Dyck stated that this was being thrown out rather quickly, and those numbers were new to everybody, but, it was safe to say that the estimates were not hard numbers. There was a reason for consideration of doing something with this item at this particular point in time and asked that it be explained to the rest of the committee. Director of Administration Chad Weininger informed that since they had the budget open, there were simple majority votes where as if you were to try to use undesignated reserve funds, it would require a higher vote total. However, they could do what was done for scoreboard at the Resch Center. If they placed it in a fund, putting \$250,000 aside as matched dollars, they could put it in PD&T oversight fund. To expend it, it would require the money transfer which would require a 2/3 vote. If they did open it up in the current budget, they did have the simple majority vote to approve the funds.

Van Dyck questioned, beyond the voting part, if they were going to do this, was it better from a bond standpoint to do a transfer at this point in time or do they not have enough information and wait until

March or April next year, and seriously take this into consideration? So other than support, Van Dyck questioned if there any other issues with transferring \$200,000 dollars, was there a difference? Weininger replied, not that he saw as of right now. The only concern was in doing some Moody's calculations, they were a little bit above debt burden for the county's size compared to triple A's; they we're kind of approaching that level. There was still room, but it depended on what other things came up in the budget, so if there's a lot more use of the fund balance, they were getting pretty close to the bottom of the double A ranking and they actually upgraded the county to the triple A. For right now he felt they would be fine waiting in and at that time where we wait where they actually got a specific and solid number, then we could make a decision whether to use the undesignated, unassigned general fund dollars, or whether this was something they'd like to bond for. So they'd have those options.

Van Dyck questioned for clarification, the initial suggestion, if this was something the committee and the board wished to do would be a matter of moving a set amount of funds into a segregated fund for purposes of funding these items. But, they still had to go through the same process of bidding, etc. Or Public Works could, in theory, do some of it. Weininger responded that they could potentially do it two ways, one way was treat it like the fund dollars where they made a donation to the Fair Board; then they get the money and they do the project. Parks would oversee it to make sure it's done to their standards, and it's all included in the books at the end of the day. Or they could put it in regular outlay and then Administration managed the project and it went through all the proper bidding and the normal processes.

Gruszynski questioned their timeline and questioned if they had other events scheduled in the springtime? Corrigan informed that they had talked the schedule many times. The fairgrounds were utilized right up until Labor Day weekend and could start after that point. They'd probably lose one event during Memorial Day. Their window of time was basically from Labor Day weekend into Memorial Day weekend – completing it, seeding it, getting it growing and getting it in shape for August for the Brown County fair then back in for that Labor Day.

Kriese informed that it could be done in two phases; they could take half the property and grade it to where it needed to be, stockpile dirt and they could even get it seeded and growing and then take on phase 2. They'd like 12 weeks of growing, they could over winter grow it. By mid-November their growing season was done for grass. They want 50 degrees for six inches down for grass to grow. He added, next year they had events on the books with contracts. They'd have to look at this project down the road or in phases.

Van Dyck felt it was going to have to be a spring of 2016 or fall of 2016 project.

Reiterating what Erickson said, Weininger informed that the highway department was sitting on a pile of rock and materials that needed to be disposed of. It would make sense to try to bring them in for discussions as they were going to have to move it. Hopefully that was something the committee would consider.

Whether they had some success in the past with public/private partnerships, Gruszynski felt having a more solid number of what the Fair Board was looking to put forward would help make a decision. Corrigan agreed; they wanted to bring it forward to see if they needed to continue to move forward. Too many times one side got all done and ready and then the other side was not. What they were asking was if they could pull this together, was it something that everybody was interested in? They had to make a decision on that property from a county standpoint. They tore the grandstand down 25 years ago; he understood there were a lot of different ideas, thoughts and plans. Some of those had been completely abolished and there were new ones that were arising. They had to come up with a plan for the next 20 or 30 years.

Katers agreed, he wasn't willing to throw \$550,000 at a project right at this second but he would entertain looking at the engineering and the design phase of this. He'd be interested in an opportunity



to put \$10,000 towards the design and the planning phase.

Van Dyck felt that was an option. One of the differences for him was that they were talking significantly less dollars with the Friends and the project was probably far more defined; a bridge or a playground so this was a bit more fluid than what those were. Given how fluid it was and really needing to refine exactly what was going to happen, from his perspective he would be willing to support moving money into a fund and then having it sit there until they found out what kind of match the Fair Board was willing to do. In addition to that, until they could then get a better feel for exactly what this was going to look like and entail, and with the caveat that anything that was going to happen would have to come back for approval. He agreed, he wouldn't be comfortable and didn't think they would get enough support from the board to affectively approve what was presented, he didn't think it was solid enough at this point.

Lund agreed that work needed to be done out there but they needed to have a master plan for the next 20 years. Maybe the property would be better utilized during the summer with major renovations. Was that where the board wanted to go with that property? Maybe there was some other property in the county that could become the fairgrounds and this property could be sold. He suggested seeing how much the property was actually worth to them in renovating. What if they spent 2 million dollars, could they get payback on that property by being able to have more events and a modernized piece of property.

Campbell informed that Corrigan, the Mayor of De Pere, and the Ashwaubenon Village President had a meeting and they discussed doing a waterway. Corrigan responded that the original master plan that was put together had called for a large amphitheater in the middle of the infield. Then they wanted to build some two-story facilities, possibly condos on top and retail stores on the bottom out looking facing the river with a walkway. Respectfully, he had been involved with the Fair Board for 13 years and every time they try and advance forward they get stopped and asked for a master plan and a decision on property. Every year that went by things fell into disarray. They don't spend the money that they spend very well. They needed to bring something to conclusion. Regardless of the decision, they needed to do it. They've taken the fair the last 13 years at a low impact to the community when they took over; they were at capacity, they didn't have parking and exhibitors didn't have room. There was potential for it to grow. People felt Ag was down, it wasn't, there were less people living in Ag. There were more and more people involved in Ag and education and it is continuing to grow; you see farmer's markets everywhere. It was something that was going to continue and if they wanted to do a good job then they had to take a hard look at it.

Campbell felt they were at a Catch-22, because if they didn't approve a concept and they were going to go with whether they form a Friends group through the fair or they use their own group, a non-profit, they would have to have some kind of conceptual approval by an official committee and where do they even go to get money from people. At some they had to give some kind of direction to the fair, they've been committing quite a bit in hours and everything else. They had to get off the pot.

Lund wouldn't disagree with putting the money aside. I agreed with moving forward to see what they could do to modernize the grounds. Campbell interjected they had talked about urban fairgrounds. Lund stated that for the next 50 years what could the property be like? He supported the fair since he's been on the County Board, he was adamant to support money to go to the fair and keep it in the same spot when they wanted to cancel the fair. He would like to see an overall study and get those grounds modernized; it was smart to do and a good investment.

Corrigan informed they had talked with the City of De Pere, but they were looking for \$100,000 to be contributed by whatever groups that would contribute and they were going to go out and try and get the grant money to implement some of those items. They were basically looking at a shared cost and it was briefly mentioned that Ashwaubenon, Brown County, the Fair Association that they had to the table

with \$100,000 to do a study to move forward.

Moynihan stated that as far as study money, they could always perhaps pitch the Stadium District Board for those dollars.

Van Dyck was hearing that maybe there was a grand opportunity for that property. As a governing body they had a habit of doing these studies and then nothing ever happened. His concern was that they get money from the Stadium District Board, do a great study, build it up and it never materializes because they had no one to invest in it. Great idea, but he was not sure if the board had the where withal to carry through with the suggestion if it was the best alternative.

Streckenbach felt they had an awesome resource with Ashwaubomay. They should be trying to figure out how to leverage. He and the Village President Mike Aubinger had talked about the possibilities of taking advantage and reinvesting in both. He was one that made the comment about putting it somewhere else. De Pere had not entertained ever the idea of development of that space so he felt it should stay right where it was. He felt they should make the investment. It was not in the budget because they were not ready for the bigger conversation. They did discuss putting in the trail to help with parking issues. He felt Ashwaubenon was very interested in that. He felt Moynihan's suggested of using and going to the stadium district, because it had a regional impact, was a great suggestion and should work on it. Overall the infield needed to be repaired. The big debate when he first got here was buying the property across the street, but that was almost \$800,000 for increased parking. Why not look at utilizing land that was already there and shuttle. Take that \$800,000 and put it back into the asset that they owned now. He felt it was a great idea in terms of long term planning. He felt they should wait to see what kind of carryover funding they had or wait until March for better numbers.

Jamir was coming from this at a viewpoint of experience and results. He sat on the Friends at Bay Beach and when he looked at what they did there was a master plan. When they got together the goal for their 20 year plan was to get it to 10 years. The goal after it was created was to increase the attendance from one million visitors to two million. The Friends decided to raise five million dollars to create and buy the rides and infrastructure to attract visitors to become self-sustaining. It all started out with a plan. They had obstacles that they had to overcome. Designating some money to get a master plan was where they needed to start. Responding to Van Dyck, Jamir informed that when they started forming the master plan it was under the parameter that it was going to be some type of amusement park. Van Dyck responded that he was okay with a plan as long as they narrowly defined what that plan was going to be. Jamir added that it had parameters, boundaries and they knew what existed. The plan was developed to figure out what they could do with it. Campbell interjected that it was an enterprise fund.

Corrigan was sure that the plan that they did in the late 90's, early 2000 was in existence. They had spent over \$100,000 on it. He felt the downfall was that they were looking for the highest and best use of the real estate. The fair wasn't doing well in the 90's. However, there was nothing mentioned about what was going to happen to the fairgrounds. It was an unsuitable plan for what they were trying to accomplish today. The property across the street right now was currently all for sale and he had met with the realtors for a proposal and he had put plans together. They could get 589 parking spaces and an additional 30 campsites there. Between acquiring the property, doing the demolition work, improving it, lighting, asphalt, and everything, it would come out to about two million dollars. That came to \$8,500 a parking stall and he would not even bring it to the board. It was premium money for what they were trying to accomplish. He would much rather see their efforts go into improving the infield and teaming up and building their association with Ashwaubomay to utilize their parking and facilities. In 20-30 years from now maybe the property on Lenard Street would be available. There were future opportunities there.

Kriese looked through the fairgrounds file in his office, it was 12" to 14" thick and there were about four to five sets of plans in the last 15 years. He felt there wasn't really a vision but a lot of different ideas. He agreed that work needed to be done and that there should be a plan to get them started in the right

process but that parameters needed to be very narrowly defined that it will remain fairgrounds if they were going to go towards that planning phase again. There was a lot of money put into plans.

Corrigan stated that there were suggestions to get a year-round venue to have restaurants and establishments to do kayaking on the river. Everyone forgot that if you build along the river, you had to get there and you had to park there. It kept diminishing the real estate for environmental activities; they needed green grass and had limited area there. They were either going to be an open green environmental fairground or something else. He was there to protect the interest of the fair.

Streckenbach informed that he was meeting with Village President Aubinger and he could suggest that they make a request to the Stadium District to look at that whole area including De Pere because there were questions about what they were going to do with their ice arena. Looking at this as a regional standpoint, address the very narrow discussion about the future but include all three entities. At the same time the county agreed that they needed to make some little investments on the current infrastructure.

In discussing the committees pleasure, Corrigan informed that the bottom line was that they had to dispose of the water in the infield. Gravel could be used in the lot instead of asphalt. It's been costing about \$16,000 in the past three years to put bark down to help with the water problem. It was not a good plan to take the grand stand down and it was never addressed from day one.

Sieber suggested putting money aside in a fund or making it part of the budget was suggested and it could be of use for a master plan which was essential. In the next month it could be decided what this money would be used for whether it be a master plan or something else for this project. Putting aside a certain dollar amount that the committee felt comfortable with could be used for either project when that became decided as long as there was action. When that master plan was created it needed to be supported and the funding for that master plan also needed to be supported.

Lund felt they had to approve their plan tonight, they weren't going to do major work until 2017. They had to do the project anyway for the fair so they mine as well fix the infield.

Van Dyck clarified that the motion was basically putting money aside in a fund that couldn't be spent until a plan was put forward. The plan had to be approved and moved through. The money could sit there forever if they never wanted to approve a plan; it was just a manner of establishing a fund.

Gruszynski saw this differently and separately, they could go ahead and put a plan together for the drainage and what they were going to do with the infield moving forward but they could make a commitment tonight about the trail. It could help alleviate a problem that they had moving forward right away. Set the \$300,000 aside but then move this trail ahead. It would solve an obvious need right now. Campbell and Kaye felt they should take care of the infield as well.

Van Dyck asked that Parks work in conjunction with the Fair Board, in conjunction with the Planning, Development & Transportation Committee and Public Works department to altogether put together a plan that was going to be okay with the Fair and Parks and have the blessing of Public Works to say that they were okay with the grading, etc.

Weininger provided an extra option regarding potential revenue possibilities that would go into a fund to be used for the fairgrounds.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to return to regular order of business. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to put \$300,000 into a Capital Improvement Fund for purposes of capital improvements/fairground renovations and/or plans at the**

fairgrounds and to direct the County Executive to approach the Stadium District Board for funds for an overall Master Plan for the area, and to request some type of matching funds from the Fair Board with a deadline of Feb 29, 2016.

**b. Discussion re: Suamico Boat Landing area and parking. *Referred back for 2016 budget consideration.***

There had been several meetings; Kriese felt a lot of the issues had been addressed such as the bridge and parking bumpers. Parking had been approved 70%.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**c. Resolution Approving New or Deleted Positions during the 2016 Budget Process – Zoo and Park Management.**

**Motion made by Supervisor Katers, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

## **LIBRARY**

### **Non-Budget**

**16. Budget Status Financial Report for August, 2015.**

**Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**17. Discussion and possible action regarding transfer of funds from the 425 Fund to Library Board for the purpose of necessary maintenance.**

Van Dyck reminded the committee that their only jurisdiction would be to approve or recommend to PD&T if that would be the choice for them to take it under consideration. It was really more informational at this level. If the committee didn't like what they hear they had the option to recommend to PD&T that they don't approve it.

Library Director Brian Simon informed that the 425 Fund was for construction improvement projects for the library. That's where the money was acquired for the original design of the central facility, for renovations. It was reapportioned to do some things to central facility mainly with safety. There were a lot of other issues that still needed to be addressed at central and were on a list that Public Works put together however it was in a stalled state in all cases. They can't just do one repair because it would require other things to be done. Rather than let the money sit there, the Library Board instructed Library Administration to come up with some things to use that fund for. There were two pieces to the fund, bonded funds and levied funds that the Library Board put into originally for elevators. Bonded funds ended up being used for the elevator project. Much of the levied funds, \$300,000 remained; \$900,000 in bond dollars.

Weininger had contact in to Bond Counsel to discuss a couple issues. He informed that these dollars had been sitting in their account for a long time and they may have issues on the reporting if it's not spent before 2015. The other issue was what the dollars could be used for. There was a question of whether or not they could use the bonding dollars for the resurfacing of the parking lot. They could potentially use the \$300,000 for that. The Library had contacted Facilities about estimates for blacktop for the asphalt.

Simons' informed that depending on what Bond Counsel said, if they could use the bonded funds for the parking lot that is what they'd like to do. If not they could redirect that to the levied funds. One other thing they would like to use the bonded funds for was a renovation of the auditorium. They recently put some of the library funds into an upgrade to the sound system. That had been very well received. People who had been using it wanted to use it more. The library had plans to use it more. The carpet was a safety issue and

they had every Tuesday about 130-160 members from the Retired Men's Club and they had a group of about 300 now. While they were pulling out carpet, they had the seats out and mine as well put in new seating as it was 42 years old and if they cleaned the space up and made it what it could be, they believed that not only the Library would use it a lot more but the community would use it a lot more. Being the facility that it is, they understood that there was question as to what was going to happen in the future to the facility, if it was sold off, that bottom floor, with the auditorium, it was unlikely that someone would convert that into something else than an auditorium because it had a poured concrete slanted floor and it would be tens to hundreds of thousands of dollars to fix. That's why they felt very confident that the auditorium renovation was a good project. While they were doing the auditorium they'd like to refurbish the foyer and meeting rooms.

Estimates for the uses of bonded and levied funds for the library renovation was provided (attached).

Director of Administration Chad Weininger informed that there was a possibility that the Bond Counsel could come back and state that they had taken too long to expend those funds and they must use those funds to pay down the debt. He wasn't saying that that was going to happen but it could be a potential outcome where they are not able to use those dollars.

Simons informed that if they were unable to use the bonded funds for the parking lot they would transfer it down to the levied funds and that would be the priority one. Then they would through priority rank and address the furniture needs at the most needed facilities. The furniture needs were not minimal. They wanted to attract people to the libraries and they had to make people comfortable. They were holding on renovating the bathrooms because if anything were to happen they could bring the furniture with them. Simons was working on a replacement plan with the existing remaining reserve that they had for furniture.

Katers was not in favor of spending \$300,000 because it was sitting there as free money. They struggled with spending money on some future plans for the fairgrounds.

Simons informed that after the discussion at the full County Board with regard to the Southwest Library, the Library Board had been talking and started action on a county-wide long range facilities and services plan. They had nine locations and needed a bigger plan and to look ahead.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to refer to Planning, Development & Transportation with the recommendation that they approve the expenditures as identified. Vote taken. Nay: Katers. MOTION CARRIED 4 to 1**

#### 18. **Director's Report.**

Simons informed that in September they held three classes where they taught kids computer coding, and they were full, eight spots, and eight kids each time. They were looking in October and November to do some more advance classes as well as classes for adults. The parents asked as they thought it was great.

Simons attended Launch Wisconsin, a conference for entrepreneurship and startups at Lambeau Field; it was wonderful. He met some amazing people doing amazing things in the community. He talked to people about how the library could help them and people were excited and scheduled appointments with their Head of Reference. They were helping the business community. When he took this job, this was one of his goals. As time went on, they were going to see more business owners realize the library was something that they greatly valued because they were helping them get to that next level.

They had been without a Deputy Director but had a verbal accepted offer from Emily Rogers who will begin November 9<sup>th</sup>. She's been in Green Bay for 18 years and had been working for UWGB, most of which in management level. They were excited to have her. Her strengths were going to marry up to what they needed.

They had three organizations that were very interested in renting the third floor. They took tours and had lots of talks. Downside, they were all in very infant stages of their existence. How realistic it was, he was not sure but was still trying to move the needles to get them in there.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **Library Budget Review**

##### **19. Review of 2016 department budget.**

Simons prepared a PowerPoint presentation (attached) that he went through with the committee.

**Motion made by Supervisor Campbell, seconded by Supervisor Kaye to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **NON-BUDGET ITEMS**

##### **20. Resch Centre/Arena/Shopko Hall – Complex Attendance for August and September, 2015.**

**Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **Other**

##### **21. Audit of bills.**

**Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to pay the bills. Vote taken. MOTION CARRIED UNANIMOUSLY**

##### **22. Such other matters as authorized by law. None.**

##### **23. Adjourn.**

**Motion made by Supervisor Gruszynski, seconded by Supervisor Kaye to adjourn at 8:57 pm. Vote taken. MOTION CARRIED UNANIMOUSLY**

Respectfully submitted,

Alicia A. Loehlein  
Recording Secretary



**Bridging Communities. Connecting Generations.**

**Neville Public Museum 2016 Department Budget Summary  
Education & Recreation Committee Brown County Board of Supervisors  
October 8, 2015**

**Highlights:**

- The general levy increased due to anticipated plans to increase marketing initiatives as well as cover increased intra county expenses.
- Intergovernmental revenue decreased due to a reduction in grant funding.
- There are no outlay requests for the department in 2016.
- Miscellaneous revenue also decreased as funding from the Neville Public Museum Foundation was adjusted according to the exhibit plan for 2016. \*Neville Public Museum Foundation exhibit and programming expenses below.
- Operating expenses decreased partially due to reduced donations and funds spent on master planning professional services. \* Note #2 Top Three Funding Requests provided below.
- Public charges increased reflecting adult admission fee increase as well as rate and fee adjustments for photo sales and room rentals.

**2016 Exhibit Budget**

|  |             |
|--|-------------|
| <i>Art Colony</i> (includes reception costs)   | \$2,500.00  |
| <i>Feline Fine</i> (\$12,000 rental/\$4,500 shipping)<br>(includes co-reception costs)                                       | \$18,750.00 |
| <i>Lure of the Ocean: The Art of Stanley Meltzoff</i><br>(\$5000 shipping)   | \$6,000.00  |
| <i>Artistic Discovery: 2016 Congressional Art</i>  | \$500.00    |
| <i>Life and Death at Fort Howard</i> (includes<br>reception costs)   | \$38,500.00 |
| <i>71th Art Annual</i>   | \$5,000.00  |
| <i>Ice Age Imperials</i> (\$43,499 rental/\$10,000<br>shipping) (\$2,175 deposit paid in 2015) (includes<br>reception costs) | \$54,575.00 |
| <b>NPM Astronomy</b>   | \$8,000.00  |

|  |                           |
|--|---------------------------|
| <b><i>Through the Needle's Eye Contract Embroidery</i></b><br><b>Guild (\$1500 rental, \$500 paid in 2015)</b> | \$1,500.00                |
| <b><i>Holiday Memories</i></b> (includes reception costs)  | \$8,000.00                |
| <b>MGE Upgrades CY2016</b>   | \$4,000.00                |
| <b>First Floor Hallway</b>   | \$1,000.00                |
| <b>Mezzanine</b>   | \$2,000.00                |
| <b>General Exhibits</b>  | \$500.00                  |
| <b>Deposits (2018 <i>Into the Arctic</i> due 1/8/16</b><br><b>(\$825.50))</b>                                  | \$3,500.00                |
| <b>Total Exhibits</b>  | <hr/> <b>\$154,325.00</b> |
| <b>Programing: Education and Events</b><br>*includes Carl Vandeheyden request                                  | <b>\$20,500.00</b>        |
| <b>Grand Total Exhibits/Programs</b>   | <b>\$174,825.00</b>       |

**Neville Public Museum 2016 Department Initiatives and Top Three Funding Requests**  
**Education & Recreation Committee Brown County Board of Supervisors**  
**September 22, 2015**

**2016 Department Initiatives**

**Strategic Messaging:** The Museum Leadership Team will use the 2015 strategic purpose to hold employees accountable. This means routinely asking the employees to show how they have improved “bridges to the community” and “connecting generations”. The team along with the boards will provide continuous training for employees on how to use the strategic purpose statement in their daily interactions and decision-making.

**Visitor Experience:** Museum staff will work with Brown County Administration, Neville Public Museum Foundation Board, consultants, stakeholders and the community on the formulation and implementation of a Visitor Experience & Architectural Exhibition Master Plan that will focus on the future direction of museum exhibit design for both the permanent exhibit *Edge of the Inland Sea* and the various temporary exhibit spaces.

**Brown County 1818-2018:** Museum staff will develop a process to collaborate with Brown County Departments and other Brown County cultural organizations in a dialogue on the upcoming 200<sup>th</sup> Anniversary of Brown County.

**Digital Initiative:** Additionally, the Museum will secure funding to improve and expand Digital Initiatives, which include adding new educational content to the Museum’s website and allowing for historic images to be searched and purchased online.



## Top Three Funding Requests

1. Advertising and promotion of exhibits, programs, and strategic message: The Neville Public Museum averages \$20,000 in fixed and approximately \$12,000 in variable marketing and promotions costs per financial year. Trade and in kind marketing and promotions costs are negotiated each year. In fiscal year 2015 over \$30,000 of marketing and promotions of the museum was provided in trade and in kind donation. In budget conversations with the Executive Office \$20,000 has been appropriated in fiscal year 2016's advertising and public notice budget line.
2. Visitor Experience: As part of a third quarter initiative the Museum has been collecting and interpreting temporary gallery observations, visitor interviews, social media comments, online comments, and in lobby comment book reviews. There are several positive reviews and a few comments the museum team needs to take into consideration when determining temporary exhibit subjects, as well as in the visitor experience planning for the main exhibit gallery. Overall the collection plan in place is strong, but more data needs to be collected as the sample size is small.

The purpose of observation is to use the data to drive future decisions and secure potential funding sources. Collecting data internally also assists in the Visitor Experience & Architectural Exhibition Master Plan process as the museum will have information in hand and will not require additional expenses with a future vendor to acquiring data.

There are general fund appropriations to cover this expense in 2016. Depending on the outcome of the Visitor Experience & Architectural Exhibition Master Plan future funds may be necessary to carry the plan forward in phase two (Design Development Phase) and phase three (Construction and Installation Phase).

3. Basic infrastructure: The museum table of organization is lean. With a new leadership team in place museum staff have begun to form a new team model with a strong program emphasis and cross training of capacities focused on "bridges to the community" and "connecting generations". In fiscal year 2016 Museum Director Lemke will continue to find efficiencies in the operational costs. In a few cases basic infrastructure will need to be funded to create greater efficiencies. An example would be continuing to work with Green Power Solutions to retrofit exhibit lighting fixtures from halogen to LED, reducing electrical costs. Additionally, Museum Director Lemke will be acquiring quotes to improve room rentals such as purchase of new lightweight conference tables, working with BC Facilities on removal of a non-load bearing wall, improving the grounds regarding the plant beds and the parking lot, as well as developing a technological plan to improve the exhibit design and production process for Museum Technicians.

**GOLF COURSE FINANCIAL STATISTICS  
For SEPTEMBER, 2015**



**GOLF COURSE REVENUE:**

|                                      | SEPTEMBER<br>ROUNDS | SEPTEMBER REVENUE | YEAR TO DATE<br>ROUNDS | YEAR TO DATE REVENUE |
|--------------------------------------|---------------------|-------------------|------------------------|----------------------|
| 2015                                 | 4,317               | \$ 110,662.00     | 31353*                 | \$ 767,693.25        |
| 2014                                 | 3,714               | \$ 95,678.50      | 27777**                | \$ 694,436.47        |
| 2012                                 | 3,960               | \$ 101,441.50     | 33064***               | \$ 734,014.75        |
| <b>TOTAL SEASON PASS<br/>REVENUE</b> |                     |                   |                        |                      |
|                                      |                     |                   | 2015 \$                | 117,393.41           |
|                                      |                     |                   | 2014 \$                | 112,464.52           |

**PRO-SHOP SHARED REVENUE (CARTS):**

|      | SEPTEMBER<br>COUNTY SHARE | YEAR TO DATE COUNTY<br>SHARE |
|------|---------------------------|------------------------------|
| 2015 | \$ 25,630.40              | \$ 155,768.20                |
| 2014 | \$ 21,025.40              | \$ 135,593.70                |
| 2012 | \$ 9,012.60               | \$ 55,920.60                 |

**SAFARI STEAKHOUSE SHARED REVENUE:**

|      | SEPTEMBER<br>COUNTY SHARE | YEAR TO DATE COUNTY<br>SHARE |
|------|---------------------------|------------------------------|
| 2015 | \$ 9,957.34               | \$ 64,455.72                 |
| 2014 | \$ 10,340.33              | \$ 68,678.55                 |
| 2012 | \$ 9,967.66               | \$ 68,142.79                 |

**Golf Course Opening Day**

2015 \*April 10th

2014 \*\*April 23rd

2012 \*\*\*March 16th

## 2016 Golf Course Budget Summary

In 2015 the Golf Course continued to benefit from the newly renovated greens in 2013. The golf course continues to get nothing but positive comments regarding the renovated greens. In 2016 the Golf Course will look at improving a few areas by trying to accomplish some of the following things:

1. Dredge Pond on #17 and add Fountain
2. Rebuild Sand Traps on Hole #12
3. Continue to Utilize more Part-time Employees
4. Put together plan for 2017 budget that would put a master plan into effect by the 2020 budget.

To help accomplish these things and continue to operate at the current maintenance level I have prepared the following Budget for 2016.

### **Revenues:**

Overall Revenues are expected to be the same as the budgeted amount in 2015. We reduced green fees slightly to reflect the decrease in season pass holders over the past few years. This decrease is offset by an increase in cart revenue.

We will be holding the prices on most green fees for 2016. We will be increasing the Twilight with cart rate from \$35 to \$36 and both of our high school rounds rates. We are doing this to bring them in line with the rest of the rates. We will continue to monitor surrounding golf course fees in 2016 and act accordingly in 2017.

We will be eliminating two of our restricted season passes due to the fact that we have never sold one of them. Senior Restricted and Restricted type 2.

Cart Fees will remain the same. No increase in cart rates for 2016.

Donations are for the Children's Charity Golf Classic and these revenues are offset by the special events expenses.

The clubhouse restaurant will be entering its third year of their lease and according to the lease we are holding the lease rate the same until after the third year. According to their contract we will be reviewing the lease and look at the option of a three year extension. The overall revenue will be contingent upon how utilities are in 2016.

### **Expenses**

Overall we will see an increase in expenses over 2015. The biggest increase comes in depreciation, which will be about \$8,000 higher. We see an increase in TS and insurance chargebacks, but indirect chargebacks decrease to keep total chargebacks about the same as 2015. We also see an increase in

total personal costs due to a cost of living increase. All other expenses will be close to their 5 year trends.

In 2016 we are looking at purchasing two new greens mowers to replace the two 2007 mowers. We will also be continuing our irrigation protection plan. Since it is a renewal year we will be getting a new central computer from Rainbird.

Lastly, we will be entering year three of our ten year loan that was given in 2013 to renovate the greens. This payment is \$30,000.

Overall revenues are expected to be greater than expenses by \$2,500 and we will be lower our due to the general fund by about \$67,000

Renovation Begins at the NEW Zoo  
of the *Old* Animal Hospital  
October 5, 2015



**NEW ZOO  
ADMISSIONS REVENUE ATTENDANCE  
2015 REPORT  
2013, 2014 2015**

**ATTENDANCE**

| MONTH        | 2013           | 2014           | 2015             |
|--------------|----------------|----------------|------------------|
| January      | 999            | 442            | 1319             |
| February     | 861            | 537            | 564.00           |
| March        | 5,989          | 4,910          | 8300.00          |
| April        | 10,499         | 13,425         | 21298.00         |
| May          | 37,075         | 40,506         | 32946.00         |
| June         | 43,835         | 43,858         | 40508.00         |
| July         | 38,029         | 48,534         | 39,492           |
| August       | 41,427         | 46,458         | 41570.00         |
| September    | 18,024         | 16,459         | 18450.00         |
| October      | 19,672         | 23,299         |                  |
| November     | 1,752          | 1,521          |                  |
| December     | 811            | 1,777          |                  |
| <b>TOTAL</b> | <b>218,973</b> | <b>241,726</b> | <b>204447.00</b> |

**ADMISSION & DONATIONS**

| MONTH        | 2013                |                   | 2014                  |                   | 2015                |                   | 2013          |               | 2014          |               | 2015          |               |
|--------------|---------------------|-------------------|-----------------------|-------------------|---------------------|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|              | ADMISSIONS          | DONATION BIN      | ADMISSIONS            | DONATION BIN      | ADMISSIONS          | Donation Bin      | PER CAP       | PER CAP       | PER CAP       | PER CAP       | PER CAP       | PER CAP       |
| January      | 1,520.87            | 53.76             | 896.00                | 127.62            | 2,312.00            | -                 | \$1.52        | \$2.03        | \$1.52        | \$2.03        | \$1.52        | \$2.03        |
| February     | 1,517.10            | -                 | 1,112.00              | 3.00              | 1,124.00            | -                 | \$1.76        | \$2.07        | \$1.76        | \$2.07        | \$1.76        | \$2.07        |
| March        | 16,111.68           | 89.46             | 16,242.50             | 30.36             | 27,856.00           | 166.91            | \$2.69        | \$3.31        | \$2.69        | \$3.31        | \$2.69        | \$3.31        |
| April        | 40,458.27           | 106.03            | 41,931.50             | -                 | 84,316.50           | 166.91            | \$3.85        | \$3.12        | \$3.85        | \$3.12        | \$3.85        | \$3.12        |
| May          | 135,610.19          | 259.08            | 181,412.00            | 615.29            | 150,906.00          | 659.86            | \$3.66        | \$4.48        | \$3.66        | \$4.48        | \$3.66        | \$4.48        |
| June         | 167,307.94          | 847.96            | 201,002.10            | 510.02            | 187,551.00          | 183.92            | \$3.82        | \$4.58        | \$3.82        | \$4.58        | \$3.82        | \$4.58        |
| July         | 155,324.26          | 408.00            | 232,705.50            | 948.94            | 187,816.50          | 156.76            | \$4.08        | \$4.79        | \$4.08        | \$4.79        | \$4.08        | \$4.79        |
| August       | 164,161.23          | 680.83            | 210,093.00            | 1,572.95          | 171,866.00          | 40.00             | \$3.96        | \$4.52        | \$3.96        | \$4.52        | \$3.96        | \$4.52        |
| September    | 67,574.00           | -                 | 71,385.50             | -                 | 99,668.00           | -                 | \$3.75        | \$4.34        | \$3.75        | \$4.34        | \$3.75        | \$4.34        |
| October      | 70,718.00           | 519.88            | 101,361.50            | 799.73            | -                   | -                 | \$3.59        | \$4.35        | \$3.59        | \$4.35        | \$3.59        | \$4.35        |
| November     | 6,580.00            | -                 | 6,484.50              | 177.86            | -                   | -                 | \$3.76        | \$4.26        | \$3.76        | \$4.26        | \$3.76        | \$4.26        |
| December     | 2,680.81            | 10.00             | 5,776.00              | -                 | -                   | -                 | \$3.31        | \$3.25        | \$3.31        | \$3.25        | \$3.31        | \$3.25        |
| <b>TOTAL</b> | <b>\$829,564.35</b> | <b>\$2,975.00</b> | <b>\$1,070,402.10</b> | <b>\$4,785.77</b> | <b>\$913,416.00</b> | <b>\$1,207.45</b> | <b>\$3.79</b> | <b>\$4.43</b> | <b>\$3.79</b> | <b>\$4.43</b> | <b>\$3.79</b> | <b>\$4.43</b> |

3,9589



**NEW ZOO  
GIFT SHOP, MAYAN  
ZOO PASS REVENUE**

| 2015 REPORT<br>2013, 2014 2015 |                      |                      |                      |                     | 2013           | 2014          | 2015              |
|--------------------------------|----------------------|----------------------|----------------------|---------------------|----------------|---------------|-------------------|
|                                |                      |                      |                      |                     | PER            | PER           | PER               |
| Paws & Claws                   | 2013                 | 2014                 | 2015                 | (-)/(+)             | CAP            | CAP           | CAP               |
| Gift Shop                      |                      |                      |                      |                     |                |               |                   |
| January                        | \$ 1,055.77          | \$ 557.40            | \$ 1,149.47          | \$ 592.07           | \$1.06         | \$1.26        | 0.87147081        |
| February                       | \$ 1,251.19          | \$ 669.96            | \$ 1,157.14          | \$ 487.18           | \$1.45         | \$1.25        | 2.05166667        |
| March                          | \$ 6,410.95          | \$ 4,715.11          | \$ 8,770.88          | \$ 4,055.77         | \$1.07         | \$0.96        | 1.05673253        |
| April                          | \$ 13,203.95         | \$ 10,948.35         | \$ 26,629.51         | \$ 15,681.16        | \$1.26         | \$0.82        | 1.25032914        |
| May                            | \$ 39,997.32         | \$ 37,175.92         | \$ 48,037.15         | \$ 10,861.23        | \$1.08         | \$0.92        | 1.45805712        |
| June                           | \$ 47,174.03         | \$ 44,177.86         | \$ 49,886.85         | \$ 5,708.99         | \$1.08         | \$1.01        | 1.23153081        |
| July                           | \$ 45,434.44         | \$ 50,198.70         | \$ 51,691.83         | \$ 1,493.13         | \$1.19         | \$1.03        | 1.30891902        |
| August                         | \$ 44,070.13         | \$ 45,949.76         | \$ 55,120.22         | \$ 9,170.46         | \$1.06         | \$0.99        | 1.32596151        |
| September                      | \$ 16,987.95         | \$ 11,962.04         | \$ 17,149.37         | \$ 5,187.33         | \$0.94         | \$0.73        | 93%               |
| October                        | \$ 11,447.06         | \$ 8,872.02          |                      |                     | \$0.58         | \$0.38        |                   |
| November                       | \$ 2,392.94          | \$ 1,398.38          |                      |                     | \$1.37         | \$0.92        |                   |
| December                       | \$ 1,049.37          | \$ 2,611.88          |                      |                     | \$1.29         | \$1.47        |                   |
| <b>TOTAL</b>                   | <b>\$ 230,475.10</b> | <b>\$ 219,237.38</b> | <b>\$ 259,592.42</b> | <b>\$ 53,237.32</b> | <b>\$ 1.05</b> | <b>\$0.91</b> | <b>1.26972966</b> |

|                 |                      |                      |                      |                    | 2013           | 2014          | 2015              |
|-----------------|----------------------|----------------------|----------------------|--------------------|----------------|---------------|-------------------|
|                 |                      |                      |                      |                    | PER            | PER           | PER               |
| Mayan           | 2013                 | 2014                 | 2015                 | (-)/(+)            | CAP            | CAP           | CAP               |
| Taste of Tropic |                      |                      |                      |                    |                |               |                   |
| January         | \$ 1,437.87          | \$ 698.79            | \$ 1,329.18          | \$ 630.39          | \$1.44         | \$1.58        | 1.00771797        |
| February        | \$ 1,376.70          | \$ 934.03            | \$ 800.69            | \$ (133.34)        | \$1.60         | \$1.74        | 1.41966312        |
| March           | \$ 4,238.14          | \$ 5,601.97          | \$ 8,290.85          | \$ 2,688.88        | \$0.71         | \$1.14        | 0.99889759        |
| April           | \$ 12,214.97         | \$ 12,402.26         | \$ 28,478.23         | \$ 16,075.97       | \$1.16         | \$0.92        | 1.33713166        |
| May             | \$ 38,989.01         | \$ 47,658.53         | \$ 42,452.78         | \$ (5,205.75)      | \$1.05         | \$1.18        | 1.28855643        |
| June            | \$ 51,184.40         | \$ 55,471.02         | \$ 54,604.30         | \$ (866.72)        | \$1.17         | \$1.26        | 1.34798805        |
| July            | \$ 48,408.14         | \$ 65,770.40         | \$ 58,923.33         | \$ (6,847.07)      | \$1.27         | \$1.50        | 1.49203206        |
| August          | \$ 54,204.81         | \$ 56,141.00         | \$ 54,586.88         | \$ (1,554.12)      | \$1.31         | \$1.21        | 1.31313159        |
| September       | \$ 22,329.62         | \$ 21,067.21         | \$ 23,541.45         | \$ 2,474.24        | \$1.24         | \$1.28        | 1.27595935        |
| October         | \$ 17,184.31         | \$ 20,106.38         |                      |                    | \$0.87         | \$0.86        |                   |
| November        | \$ 2,288.80          | \$ 1,510.15          |                      |                    | \$1.31         | \$0.99        |                   |
| December        | \$ 895.70            | \$ 2,054.59          |                      |                    | \$1.10         | \$1.16        |                   |
| <b>TOTAL</b>    | <b>\$ 254,752.47</b> | <b>\$ 289,416.33</b> | <b>\$ 273,007.69</b> | <b>\$ 7,262.48</b> | <b>\$ 1.16</b> | <b>\$1.20</b> | <b>1.33534701</b> |

| ZOO PASS     |                      |                      |                      |                    |  |  |
|--------------|----------------------|----------------------|----------------------|--------------------|--|--|
| MONTH        | 2013                 | 2014                 | 2015                 | (-)/(+)            |  |  |
| January      | \$ 2,538.00          | \$ 881.00            | \$ 1,988.00          | \$ 1,107.00        |  |  |
| February     | \$ 2,431.00          | \$ 2,302.00          | \$ 2,320.00          | \$ 18.00           |  |  |
| March        | \$ 11,066.00         | \$ 12,801.00         | \$ 15,290.00         | \$ 2,489.00        |  |  |
| April        | \$ 19,401.00         | \$ 21,763.00         | \$ 30,070.00         | \$ 8,307.00        |  |  |
| May          | \$ 25,115.00         | \$ 33,474.00         | \$ 25,259.00         | \$ (8,215.00)      |  |  |
| June         | \$ 20,309.00         | \$ 26,236.00         | \$ 26,080.00         | \$ (156.00)        |  |  |
| July         | \$ 13,361.00         | \$ 15,973.00         | \$ 15,858.00         | \$ (115.00)        |  |  |
| August       | \$ 8,702.00          | \$ 11,142.00         | \$ 9,851.00          | \$ (1,291.00)      |  |  |
| September    | \$ 6,526.00          | \$ 5,512.00          | \$ 5,228.00          | \$ (284.00)        |  |  |
| October      | \$ 3,255.00          | \$ 3,007.00          |                      |                    |  |  |
| November     | \$ 3,075.00          | \$ 1,985.00          |                      |                    |  |  |
| December     | \$ 10,531.00         | \$ 16,351.00         |                      |                    |  |  |
| <b>TOTAL</b> | <b>\$ 126,310.00</b> | <b>\$ 151,427.00</b> | <b>\$ 131,944.00</b> | <b>\$ 1,860.00</b> |  |  |

# Gift Shop, Mayan and Admissions Revenue

## Final Monthly Revenue September 2015

| Day          | Date | Gift Shop          | Concessions         | Zoo Admissions      | Adve nture  | Vending             | Zoo Pass           | Education        | Donation    | Cons. Fund       | Special Event       | Attend.       | Temp      | Weather |
|--------------|------|--------------------|---------------------|---------------------|-------------|---------------------|--------------------|------------------|-------------|------------------|---------------------|---------------|-----------|---------|
| tues         | 1    | 250.97             | 324.72              | 905.00              | -           | 720.35              | 55.00              | -                | -           | -                | 10,000.00           | 216           | 83        | 1       |
| wed          | 2    | 324.96             | 401.33              | 883.00              | -           | 145.10              | 65.00              | -                | -           | 2.25             | -                   | 220           | 81        | 1       |
| th           | 3    | 468.17             | 409.03              | 783.00              | -           | 135.02              | 150.00             | -                | -           | 3.32             | -                   | 209           | 75        | 2       |
| fri          | 4    | 884.59             | 1,030.03            | 2,377.00            | -           | 453.72              | 190.00             | -                | -           | 12.38            | -                   | 952           | 73        | 1       |
| sat          | 5    | 2,045.48           | 2,153.09            | 6,987.00            | -           | 1,038.19            | 445.00             | -                | -           | 11.58            | -                   | 1431          | 80        | 1       |
| sun          | 6    | 1,416.67           | 1,684.12            | 5,699.00            | -           | 803.38              | 65.00              | -                | -           | 14.05            | -                   | 1126          | 76        | 2       |
| mon          | 7    | 881.29             | 1,590.87            | 5,063.00            | -           | 2,288.67            | 260.00             | -                | -           | 2.66             | -                   | 1118          | 75        | 1       |
| tues         | 8    | 44.36              | 24.55               | 1,153.00            | -           | 46.00               | -                  | -                | -           | 0.68             | -                   | 223           | 71        | 2       |
| wed          | 9    | 358.48             | 429.87              | 1,443.00            | -           | 229.54              | 550.00             | -                | -           | 2.71             | -                   | 381           | 75        | 1       |
| th           | 10   | 312.42             | 303.86              | 1,607.00            | -           | 161.04              | 185.00             | -                | -           | 3.75             | -                   | 375           | 68        | 2       |
| fri          | 11   | 354.73             | 324.45              | 21,005.50           | -           | 212.52              | 315.00             | -                | -           | 4.50             | -                   | 446           | 59        | 2       |
| sat          | 12   | 387.61             | 698.34              | 3,245.00            | -           | 628.15              | 125.00             | -                | -           | 5.69             | -                   | 628           | 61        | 1       |
| sun          | 13   | 1,488.11           | 1,618.17            | 5,234.00            | -           | 808.11              | 405.00             | -                | -           | 6.70             | -                   | 1217          | 56        | 1       |
| mon          | 14   | 366.81             | 286.67              | 1,436.00            | -           | 121.52              | 130.00             | -                | -           | 2.08             | 2,000.00            | 391           | 65        | 1       |
| tues         | 15   | 387.03             | 449.81              | 1,700.00            | -           | 240.60              | -                  | 10.00            | -           | 1.37             | -                   | 408           | 69        | 1       |
| wed          | 16   | 217.36             | 409.84              | 795.00              | -           | 142.32              | -                  | -                | -           | 7.82             | -                   | 278           | 78        | 1       |
| th           | 17   | 166.12             | 465.90              | 608.00              | -           | 108.99              | 190.00             | 20.00            | -           | 1.00             | -                   | 205           | 72        | 2       |
| fri          | 18   | 195.06             | 294.75              | 880.00              | -           | 153.03              | 65.00              | -                | -           | 0.82             | 500.00              | 246           | 65        | 1       |
| sat          | 19   | 1,579.65           | 2,270.53            | 6,719.00            | -           | 1,238.22            | 130.00             | -                | -           | 17.70            | -                   | 1456          | 64        | 1       |
| sun          | 20   | 840.58             | 1,300.95            | 4,348.00            | -           | 699.22              | 190.00             | -                | -           | 7.61             | -                   | 981           | 68        | 1       |
| mon          | 21   | 148.22             | 365.78              | 1,034.00            | -           | 203.53              | 135.00             | -                | -           | 1.58             | 16.00               | 296           | 69        | 1       |
| tues         | 22   | 203.21             | 311.39              | 947.50              | -           | 224.08              | 195.00             | -                | -           | 15.90            | -                   | 273           | 64        | 1       |
| wed          | 23   | 221.64             | 238.39              | 1,001.00            | -           | 144.04              | 195.00             | -                | -           | 3.70             | -                   | 259           | 67        | 1       |
| th           | 24   | 134.88             | 331.36              | 1,068.00            | -           | 154.06              | 275.00             | 128.00           | -           | 3.00             | 48.00               | 273           | 74        | 1       |
| fri          | 25   | 645.15             | 628.44              | 2,084.00            | -           | 887.68              | 130.00             | -                | -           | 7.48             | 88.00               | 534           | 76        | 1       |
| sat          | 26   | 1,464.12           | 2,368.47            | 7,967.00            | -           | 647.71              | 250.00             | -                | -           | 12.46            | 80.00               | 1656          | 72        | 1       |
| sun          | 27   | 835.03             | 1,998.47            | 5,741.00            | -           | 1,499.58            | 125.00             | -                | -           | 7.96             | 16.00               | 1218          | 69        | 1       |
| mon          | 28   | 307.97             | 503.79              | 1,896.00            | -           | 265.13              | 340.00             | -                | -           | 5.25             | 1,540.00            | 450           | 66        | 2       |
| tues         | 29   | 129.48             | 212.59              | 4,527.00            | -           | 328.87              | 68.00              | -                | -           | 3.68             | 150.00              | 846           | 58        | 1       |
| wed          | 30   | 89.22              | 111.89              | 532.00              | -           | 88.00               | -                  | -                | -           | 0.26             | 24.00               | 138           | 55        | 1       |
|              |      | -                  | -                   | -                   | -           | -                   | -                  | -                | -           | -                | -                   | 0             | 0         | 0       |
| <b>Total</b> |      | <b>\$17,149.37</b> | <b>\$ 23,541.45</b> | <b>\$ 99,668.00</b> | <b>\$ -</b> | <b>\$ 14,816.37</b> | <b>\$ 5,228.00</b> | <b>\$ 158.00</b> | <b>\$ -</b> | <b>\$ 169.94</b> | <b>\$ 14,462.00</b> | <b>18,450</b> | <b>67</b> |         |

Weather Kε 1 = Sunny 2 = Overcast 3 = Rain 3 = F 4 = Snow  
Vending Consists: Stroller, Animal Feed, Giraffe, Pepsi, Carousel, Train, Penny Press, Hurricane Simulator, Footsie Wootsie, T





## **Summary Presentation: NEW Zoo 2016 Budget**

The NEW Zoo is one of only seven AZA (Association of Zoos & Aquariums) accredited zoos (Indianapolis Zoo, Phoenix Zoo, Living Desert of Palm Desert, CA; Cheyenne Mountain Zoo, Arizona-Sonoran Desert Museum, Fort Wayne Zoo) in the country that does not receive local or regional tax support for their annual operating budget. The NEW Zoo is the only one of the seven that does not receive any operational support from an endowment fund as commented by the AZA accreditation inspectors. The AZA has a total of 230 accredited zoos and aquariums in 8 countries, 214 of which are in 47 states in the United States. Of the 214, 54% are non-profit, 35% public and 11% for-profit. The Zoo's 2016 annual budget maintains AZA accreditation standards of operations as well as complying with the United States Department of Agriculture regulations covered under the Animal Welfare Act.

AZA accreditation standards for staff training and conferences will also be supported by the Zoo Society as in the past. Contributed capital is expected to be \$150,000 based on successful fundraising by the Zoo Society for the new Veterinary Care Facility equipment needs, which will be an upgrade to current veterinary equipment.

A decrease in revenue is due to the reduction in the capital contribution related to the expected completion of the animal hospital project, which is managed by the Zoo Society. The decrease in revenue also reflects the elimination of the corporate membership fee due to non-use, and the elimination of the Zoo after hours' rental fees because of extended summer hours.

Decreases in revenue are partially offset by an increase from a new fee structure for birthday party rentals, the animal feeding program, educational programs, and the new mining interactive educational Children's Zoo attraction as well as sales of special event passes.

Expenditures increased reflecting a new Strategic & Master Plan development for the Zoo, along with increased land, building and equipment depreciation.

The Zoo must keep the "New" in the NEW Zoo to remain self-supportive. Major capital improvements will be donated by funds from the N.E.W. Zoological Society, Inc. A new Strategic Plan and Master Plan will be developed with funds from the fund balance following a successful 2015 fiscal year. The Zoo has budgeted \$125,000.00 for the strategic and master planning process and subsequent development of a Strategic and Master Plan. An interactive revenue generating exhibit will be added to the Children's Zoo. The exhibit will be a "Mining Sluice" in which visitors can try their hand and panning for gems and fossils. Mining rough will be available for purchase at the gift shop. The entire Mining Sluice is budgeted at 20,000.00 for complete set up and initial startup.

Public charges are expected to remain the same for daily admission. There will be no increase in all Zoo membership categories for 2016. The 2016 attendance projection of 235,000 is consistent with recent trends in attendance over the past few years. The Zoo is also expanding special event sponsorships and new special events for additional revenue. The Education programming goal is also to be self-supportive and grow within its means. Since 2014, the education programming has increased significantly with the new Education Building classroom and building. Demand for classes has been reflected in the additional hours for the Zoo Educator seasonal position.

Operating expenses are consistent with 2015 which increased due to animal medical expenses for increased examination procedures required per AZA Accreditation, animal feed related increases and utility increases. Increased utility costs as well as the additional utility costs for the new Animal Hospital have been accounted for in the 2016 budget.

Performance measures are expected to be 100% compliant with USDA-APHIS Inspection and revenue per Zoo Visitor is expected to slightly increase from an estimated 2015 \$8.17 to \$8.22 for 2016.

The new Strategic Plan and Master Plan is a new and exciting major initiative planned for 2016. Outlay expenses are 13,440 for the new interactive Mining Activity equipment display.

Grants are actively pursued by the Zoo Society, staff and volunteers for both operational and capital improvement support.

The overall Zoo 2016 budget is a conservative budget which will provide the Zoo with the necessary funds to operate in 2016 and build future successes as well as financial well-being. The 2016 budget proposed maintains the Zoo's enterprise status. The Zoo's Statement of Funds reflects projected funds available after 12/31/15 of 534,921 in General Funds and 96,749 in Donations. The Zoo's Statement of Funds reflects projected funds available after 12/31/16 of 358,538 in General Funds and 81,749 in Donations.

# 2016 Park Budget Highlights

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The 2016 proposed budget has been developed with the mission and values of the department in mind. We continue to work with the community, whether through requests or friends groups, in order to keep the park system relevant in the community. Several new initiatives are included in the 2016 budget to address customer service related items and community requests, while others address comprehensive planning and the future of your parks. Some of these initiatives involve rate and fee changes while others address park based events and on-line sales software.

Some highlights (changes) of the 2016 budget are below:

## **Revenue:**

### **Property Tax:**

- Decrease as a result of transferring the cost of the Expo Hall insurance into the Veterans' Memorial Complex Fund and reduction of intra county chargebacks.
- Levy increase of \$15,000 for Friends group contributions

### **Inter Gov't Revenue/Grant:**

- Snowmobile trail funding and Barkhausen habitat project

### **Public Charges:**

- Vending increase due to addition of vending trailer in outlay (\$8,000 anticipated in sales)
- Buildings - increase based on contract for the Don Hutson Center lease agreement (\$7,500) agreement through 2023
- Catering Commissions – Only at Pamperin and Reforestation Camp (10%)
- Shelter Rentals - increase based on past trends and popularity of outdoor weddings
- Housing increase – slight increase for Pamperin house rental (\$600)
- Transfer in – includes adventure park, boat landing, rail trails and ski account transfers – reduction based on 2016 adventure park budget
- Intrafund Transfer in - \$150,000 from Executive –campground electrical and Fonferek gate
- XC ski - slight decrease based on '16 weather predictions
- Land & Building – Logging at the Reforestation Camp in '16
- Rail Trail increase – State passes will increase to \$25 and daily fee to \$5 in 2016.
- Shelters fees increase \$15-\$25 based on capacity. To offset this increase we have eliminated the additional waste service fees

## **Expenses:**

### **Personnel:**

- Increase of 640 seasonal hours to cover trails and vending trailer operations

**Other Expenses:**

- Maintenance agreements increase with addition of Milestone camera licenses
- Grounds decreased due the completion of an asphalt repair job
- Advertising increased
- Utilities – (water, sewer, gas) increased to better reflect trends and rate increases
- Indirect cost reduction - due to facilities useable sq ft decrease
- Increase in boat landing grounds maintenance – parking lot maintenance
- Software increase of \$34,000 – RecTrac POS for online sales and general upgrade
- CORP Plan development for Planning and Land Service Department (\$20,000)
- Dredging of Suamico River (\$100,000)

**Outlay:**

- Barkhausen habitat work (\$384,166)
- Bay Shore campground electrical upgrade (\$130,000)
- Fonferek entrance gate (\$20,000)
- Friends contribution (~~\$20,000~~) ~~\$15,000~~
- Vending trailer (\$6,775)
- Roof repairs & replacement (\$18,000)
- Bay Shore breakwall engineering design (\$18,000)
- Bay Shore building – visitor building, boat wash and fish cleaning engineering design (\$15,000)

**Rates & Fees:**

- Adventure Park Annual Pass
- Adventure Park Building Rental
- Mon-Thurs Not-For-Profit Shelter Rentals (33% discount)
- Fitness Pass (savings of \$55 versus buying all 5 passes offered)
- General Shelter Increase – elimination of waste fees
- Mt Bike Seasonal Pass Increase – addition of snow bike trails
- State Trail Pass Increase
- Replacement Pass/Sticker Increase
- Vendor Commission – bike rentals, catering, food trucks, fitness programs, etc..
- Violation Notice – Ordinance approved by Board in 2015, fee was not set at that time

# 2016 Adventure Park Budget Highlights

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The Adventure Park continues to be a successful addition and continues to supplement the Reforestation Camp park budget. The 2015 budget is estimated to produce a 35% gross profit margin with an estimated transfer of \$87,465 into the park budget.

2014, 2015 and 2016 transfer into the park budget is estimated at \$182,335.

Although revenue is not as predicted it remains strong in the second year of operation. We have been able to hold expenses in relation to revenue throughout the operating season. Also, staff is currently working on a business plan which will address future marketing and program ideas. The business plan will be the first stage of a complex strategic plan for the future of the park.

## **Revenue:**

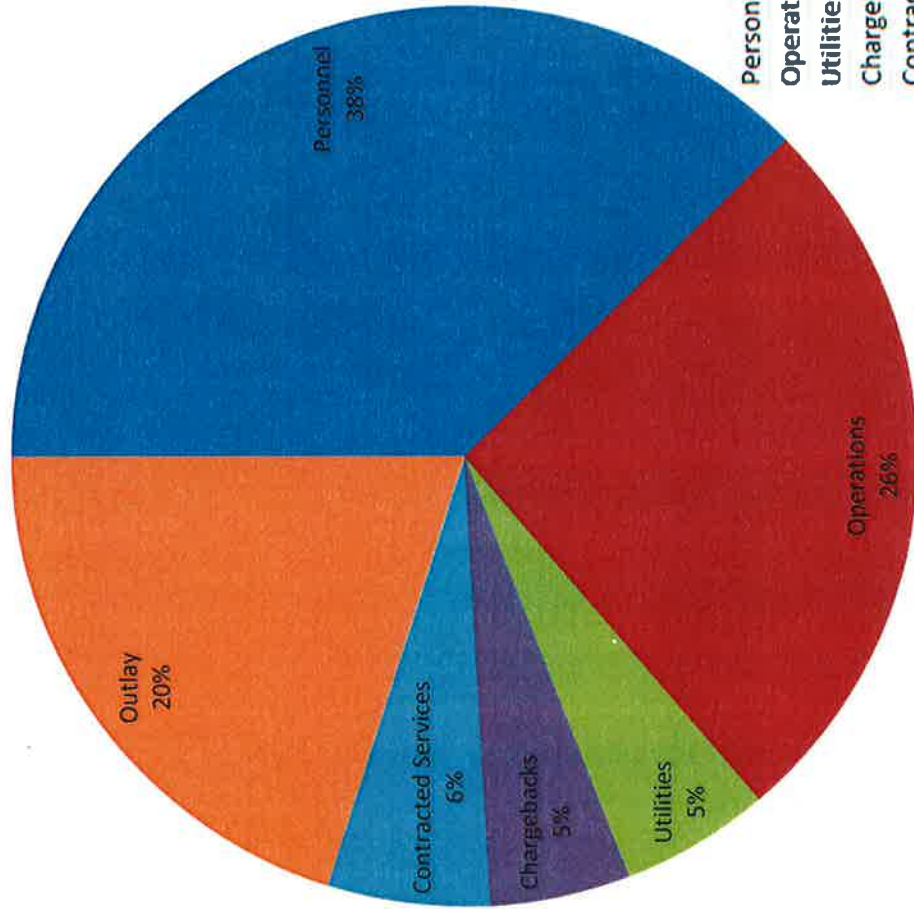
- Daily charges and fees have been increased slightly over the 2015 estimated amount
- Program fees remain strong and staff realizes additional marketing and advertising will allow this to grow in future years
- Additional revenue may be captured from the building rental, concessions, and bike and ski rentals

## **Expenses:**

- Increase of supplies based on equipment replacements
- Chargebacks for technology and depreciation for buildings were two of the largest increases in 2016
- Increase of \$3,151 in salaries – this will come from fund balance

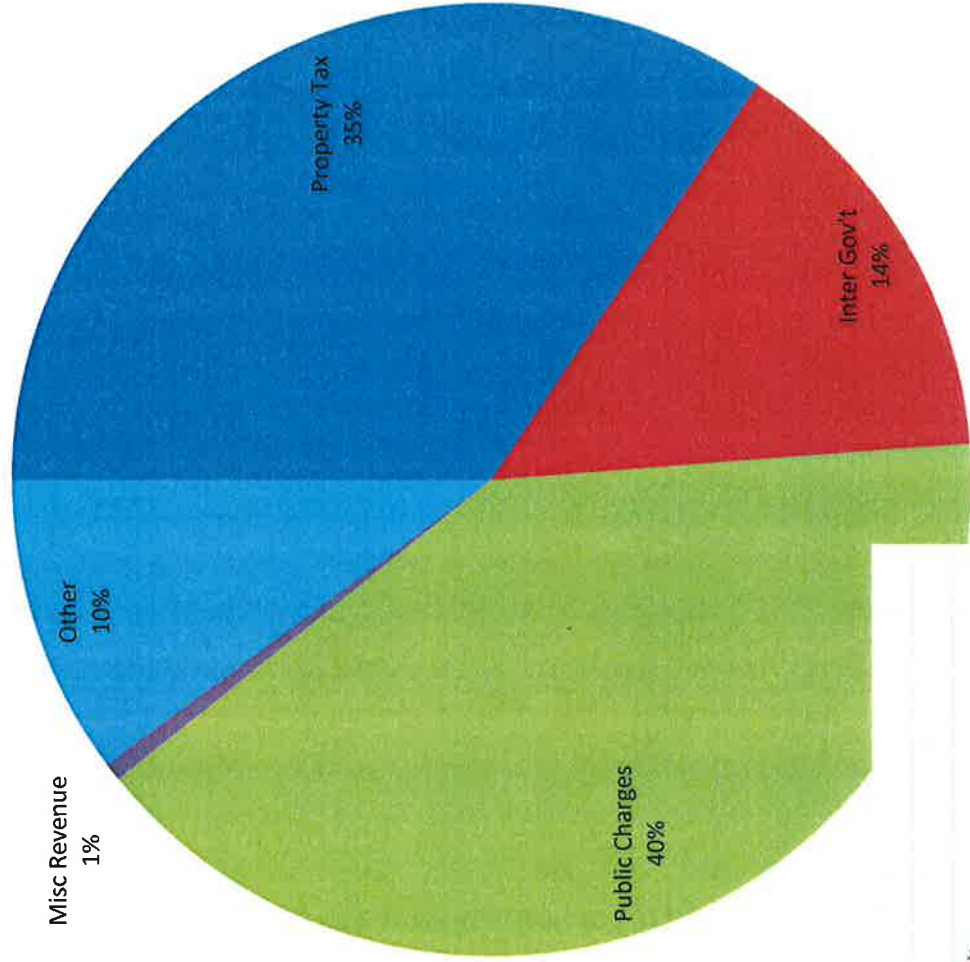


## 2016 Park Expenses



|                     |                 |
|---------------------|-----------------|
| Personnel           | \$ 1,078,517.00 |
| Operations          | \$ 748,057.00   |
| Utilities           | \$ 152,990.00   |
| Chargebacks         | \$ 143,170.00   |
| Contracted Services | \$ 165,260.00   |
| Outlay              | \$ 573,941.00   |

## 2016 Park Revenue



|                |               |  |
|----------------|---------------|--|
| Property Tax   | \$ 870,693.00 |  |
| Inter Gov't    | \$ 553,865.00 | grant revenue  |
| Public Charges | \$ 980,771.00 | passes, rentals, etc.  |
| Misc Revenue   | \$ 22,164.00  | Misc charges, donations, logging   |
| Other          | \$ 402,149.00 | Includes intrafund (camp/gate), capital contributions, transfer in from sp rev |



### Fairgrounds Trail Estimate

| Product:                    | Unit:   | Quantity: | Cost/Unit:         | Cost:    |
|-----------------------------|---------|-----------|--------------------|----------|
| Asphalt                     | tons    | 220       | \$60               | \$13,200 |
| Base (3/4")                 | tons    | 1190      | \$10               | \$11,900 |
| Shoulder (3/8")             | tons    | 75        | \$10               | \$750    |
| Excavation                  | CY      | 935       | \$9                | \$8,415  |
| Restoration                 |         |           |                    | \$4,500  |
| Fencing (coated chain link) | LF      | 1000      | \$18.15            | \$18,150 |
| Fencing (PVC)               | LF      | 1000      | \$48               |          |
| Landscaping                 |         |           |                    | \$7,500  |
|                             |         |           |                    |          |
| Engineering, permits, etc.  | percent | 15%       |                    | \$9,662  |
|                             |         |           |                    |          |
|                             |         |           |                    |          |
|                             |         |           |                    |          |
|                             |         |           | Total=             | \$74,077 |
|                             |         |           | Non-Asphalt Total= | \$60,877 |

## Uses of Bonded & Levied Funds for Library Renovation

| Central Renovation Bonded Funds           |           |
|---|-----------|
| Central Parking lot                       | \$122,574 |
| Central Auditorium Renovation             | \$180,392 |
| Central Meeting Room & Foyer Improvements | \$45,656  |
|   | \$348,622 |

| Central Elevator Levied Funds     |           |
|-----------------------------------|-----------|
| Kress Lower Level Furniture       | \$10,553  |
| Kress Study Rooms                 | \$54,014  |
| Weyers Hilliard Study Rooms       | \$54,014  |
| East Furniture Replacement        | \$50,000  |
| Wrightstown Furniture Replacement | \$56,537  |
| Pulaski Furniture Replacement     | \$20,376  |
| Think Tank A, B & C Furniture     | \$0       |
| Ashwaubenon Furniture Replacement | \$43,972  |
| Item Display units                | \$11,518  |
|                                   | \$300,983 |

| Central Elevator Levied Funds w/parking lot |           |
|---|-----------|
| Kress Lower Level Furniture                 | \$10,553  |
| Kress Study Rooms                           | \$0       |
| Weyers Hilliard Study Rooms                 | \$0       |
| East Furniture Replacement                  | \$50,000  |
| Wrightstown Furniture Replacement           | \$56,537  |
| Pulaski Furniture Replacement               | \$20,376  |
| Think Tank A, B & C Furniture               | \$0       |
| Ashwaubenon Furniture Replacement           | \$23,972  |
| Item Display units                          | \$16,588  |
| Central Parking Lot                         | \$122,574 |
|   | \$0       |
|   | \$300,600 |

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Dear Supervisors,

Attached you will find the PowerPoint presentation given to Ed & Rec last night. Supervisor VanDyck suggested it be sent to all supervisors. I look forward to working with you through this process.

As a point of clarification, since I verbally explained some of the pieces last night, when you get to slide 8, know that I am comfortable with most of the decrease in the book budget because it's from savings that have limited or in most cases no service impact. We rebid our periodicals contract and saved \$8,437 with no title loss. We also eliminated Freegal (a music download database that had limited use for which we will show library users free streaming alternatives) saving \$21,787. With the savings we will purchase an \$18,000 subscription to Lynda.com, an online, instructor led, professional/workforce development class offering website that offers both hard skills classes like computer programming and soft skills classes like personnel management. Lynda will be open to the public. So lastly, to balance the budget and make the \$160,000 addition to the budget possible, we needed to shave \$4,663 out of the book budget. The rest, as outlined above, is savings. In the succeeding slides, you'll see that \$4,663 + \$17,114 will come to the roughly \$21,000 ultimately cut from the book budget to make a balanced budget. I believe the explanation for that is fairly clear in the slides.

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## 2016 Brown County Library Budget Proposal

### 2016 Goals, Initiatives, and Strategic Plan Alignment

#### Initiatives

- Provide Computer Programming Classes – Supports Economic Development
- Provide electronic devices for external checkout – Enhances Education
- Increase Youth Services and Adult Programming – All four Strategic Priorities
- Revamp 1000 Books Before Kindergarten and Early Learning Activity Challenge – Enhance Education (especially for children)
- Provide a Financial Literacy Series – Supports Economic Development

#### Goals

- The library will increase access to technology for the public.
- The library will have 1000 children or more participating in 1000 Books before Kindergarten by December 31, 2016.
- BCL will work with Achieve Brown County and the school districts in the county to develop an indirect way to track outcomes from our Youth Services programming.
- BCL will develop a plan that outlays its service and program vision for the future. These documents will be used to predict and prepare for long-term facility and operating needs county-wide.

## 2016 Brown County Library Budget Proposal

### Executive's Budget

#### Significant Changes from the 2015 Budget

- **Revenue**
  - Loss of \$72,160 from NFLS 3<sup>rd</sup> floor rent.
  - Increase of \$840 in donations.
  - Increase of \$66,344 in revenue from municipalities.
  - Increase of \$337,230 in property tax revenue.

## 2016 Brown County Library Budget Proposal Executive's Budget

Significant Changes from the 2015 Budget

\$337,230 in additional  
property tax revenue  
from 2015.

- \$94,515 was added to offset the increase in charge-backs for the library's share of new IT initiatives including MS Sharepoint from BCTS and increase for charge-backs for HR, Corp. Council, Finance, Technology Services, Purchasing, etc.
- \$82,715 was added for a Cost of Living Wage/Salary increase (the library will build that into its pay for performance structure).
- \$160,000 was added to the originally proposed amount. This keeps services at their current minimum levels system-wide.

## 2016 Brown County Library Budget Proposal Executive's Budget

Significant Changes from the 2015 Budget

- The \$160,000 added to the originally proposed amount by the County Executive helps fund some of the needed changes on the Expenditure side of the income statement.
  - Increase of \$20,000 in the Supplies line item for programming and performer expenses.
  - Increase of \$20,000 in the Travel/Conference/Training line item.

## 2016 Brown County Library Budget Proposal Executive's Budget

Significant Changes from the 2015 Budget

### Benchmarking Programming and Training/Travel Budgets

| Library & Year  | Madison Public Library 2015 | Kenosha Public Library 2015 | Marathon County Public Library 2015 | Brown Co. Library 2015 | Brown Co. Library 2016 |
|---|-----------------------------|-----------------------------|-------------------------------------|------------------------|------------------------|
| Library Type  | Municipal                   | Municipal                   | Consolidated County                 | Consolidated County    | Consolidated County    |
| # of facilities   | 9                           | 4                           | 9                                   | 9                      | 9                      |
| Population Served   | 259,679                     | 135,263                     | 130,564                             | 272,000                | 272,000                |
| Annual Programming Budget   | \$ 85,000                   | \$ 27,000                   | \$ 25,560                           | \$ 9,800               | \$ 29,800              |
| Training and Travel Budget  | \$ 43,000                   | \$ 26,500                   | \$ 7,000                            | \$ 6,700               | \$ 26,700              |
| * Note that of the \$6,700 in the 2015 budget only \$100 is budgeted from Brown County to go toward training. \$3,000 is contributed by NPLS and the other \$3,600 is BC funded but reimburses staff for travel from intrasystem travel for meetings. |                             |                             |                                     |                        |                        |
| Mean of Programming   | \$ 45,833                   |                             |                                     |                        |                        |
| Median Programming  | \$ 27,000                   |                             |                                     |                        |                        |
| Mean of Training/Travel   | \$ 25,500                   |                             |                                     |                        |                        |
| Median of Training/Travel   | \$ 26,500                   |                             |                                     |                        |                        |

Adding funding for programming and training align with the 2016 new initiatives and goals. Making these things a priority for the organization also means making staff well trained to execute these priorities.

## 2016 Brown County Library Budget Proposal Executive's Budget

Significant Changes from the 2015 Budget

Increase of \$33,579 for IT hardware in the Supplies-Technology line. Note how this also aligns with the new initiatives and goals to increase public access to and understanding of technology.

## 2016 Brown County Library Budget Proposal Executive's Budget

Significant Changes from the 2015 Budget

### Benchmarking IT Hardware Budgets

| Library & Year           | Madison Public Library 2015 | Kenosha Public Library 2015 | Marathon County Public Library 2015 | BCL 2015            | BCL 2016            |
|--------------------------|-----------------------------|-----------------------------|-------------------------------------|---------------------|---------------------|
| Library Type             | Municipal                   | Municipal                   | Consolidated County                 | Consolidated County | Consolidated County |
| # of Facilities          | 9                           | 4                           | 9                                   | 9                   | 9                   |
| Population Served        | 259,679                     | 135,263                     | 130,564                             | 272,000             | 272,000             |
| Replacement Cycle        | 5                           | 3                           | 5                                   | 3                   | 3                   |
| New or Used Hardware     | New                         | New                         | New                                 | Used                | New/Used            |
| Annual Public Hardware   | \$ 80,000                   | \$ 50,000                   | \$ 25,000                           | \$ 20,050           | \$ 54,079           |
| Device Count             | 428                         | 429                         | 178                                 | 213                 | 304                 |
| Budget/device/repl cycle | \$ 934.58                   | \$ 349.65                   | \$ 702.25                           | \$ 282              | \$ 533.67           |

\*Note that BCL purchases public machines from UWGB that are already 3 years old. Our 3 year replacement cycle is really 6 years in machine age.

|                        |              |
|------------------------|--------------|
| Mean Hardware Budget   | \$ 51,666.67 |
| Median Hardware Budget | \$ 50,000.00 |

## 2016 Brown County Library Budget Proposal Executive's Budget

Significant Changes from the 2015 Budget

### Additional significant changes:

- Dues/Memberships increases by \$1,600 to coincide with increase to training.
- Professional Services increases by \$10,736. These are the adjacent county payments for library services owed by law (WI Statute 43.12).
- Eliminate Overtime saving \$1,500.
- Electric & Gas decrease by a total of \$18,660.
- Shifts in funding saving \$3,000 in postage, but spending \$3,000 on more printing for marketing, as well as, saving \$8,000 in building maintenance, but transferring that to be spent on Grounds maintenance.
- Book budget decreases by \$16,887.

## 2016 Brown County Library Budget Proposal Library Board's Approved Budget

Additional funding needed to adequately sustain services



## 2016 Brown County Library Budget Proposal Library Board's Approved Budget

Additional funding needed to adequately sustain services

What is included in the \$170,080 not in the Executive's Budget:

- \$21,777 in Books.
- \$14,750 for Marketing for promotion of services, updating the library brochure, revamping the 1000 Books Before Kindergarten program.
- \$15,000 for the Community Connect database of market research of brown county census tract data.
- \$50,000 Casual Leave Payout.
- \$20,025 Delivery Van.
- \$48,528 in Salary and Benefits for a Housekeeper position.



## 2016 Brown County Library Budget Proposal

Library Board's Approved Budget  
Additional funding needed to adequately sustain services

The Library requests funding the \$170,080 not in the Executive's Budget for the items listed to sustain and slightly improve current levels of service. These identified needs will allow the library to achieve its goals and initiatives for 2016 and beyond:

- \$21,777 in Books.
- \$14,750 for Marketing for promotion of services, updating the library brochure, revamping the 1000 Books Before Kindergarten program.
- \$15,000 for the Community Connect database of market research of brown county census tract data.
- \$50,000 Casual Leave Payout.
- \$20,025 Delivery Van.
- \$48,528 in Salary and Benefits for a Housekeeper position.